



SELLING YOUR HOME **WITH AN AGENT VS. ON YOUR OWN**

Hiring a real estate agent saves you considerable time and expense when selling your home.

WITHOUT AN AGENT

- You'll need to pay out-of-pocket for expenses usually covered by a sales agent. These costs include marketing expenses, like for-sale signs and listing ads.
- Your home listing may not reach as far as you'd like. An ad in your local paper and a sign on your front lawn has less reach than a full, professional real estate marketing campaign.
- You'll be responsible for all the legally mandated disclosures and forms. These forms may be difficult to understand properly without an agent's help.
- You need to research comparable properties in your area to correctly price your home.
- You may believe you're saving money by not hiring an agent, but the costs of locating buyers and closing a transaction yourself may use up the expenses you save – and then some.

WITH AN AGENT

- Marketing expenses are covered. An agent has means to produce signs, flyers and other marketing materials you may need.
- Agents have access to a multiple listing service (MLS), which expands the audience for your buyer search.
- Agents have experience analyzing the local market and inventory to set an appropriate price for your home. They may also provide you with a comparative market analysis.
- An agent knows the legal requirements for disclosures and paperwork. You won't have to worry about accidentally missing a necessary step in the process.
- An agent is on your side. It's their job to negotiate on your behalf for the best deal possible so you can focus on your other daily responsibilities – and save some money in the process.

If you're ready to sell your home, give me a call to set up an appointment today!